

Claims

1. (currently amended) ~~A computer programmed to perform a method~~ A computer readable medium for estimating the sales of specialty products, ~~for estimating the sales of specialty products~~ the computer readable medium comprising instructions operable to perform the steps of:

defining a first product specific universe using wholesale purchasing data to determine a product specific store size for a first plurality of retail outlets;

defining a second product specific universe using sampled retail sales data to determine a product specific store size for a second plurality of retail outlets;

applying geo-spatial projection to the first product specific universe and the second product specific universe to determine product specific projection factors for retail outlets in the first and second universe; and

applying said product specific projection factors to sampled retail sales data for the product to estimate the sales of said specialty product in unsampled outlets.

2. (currently amended) ~~A computer programmed to perform the method for~~  
~~estimating the sales of specialty products according to~~ The computer readable medium of  
claim 1, wherein said sampled retail sales data identifies an authorizing agent for said sales and wherein the estimated sales are attributable to said authorizing agent.

3. (currently amended) ~~A computer programmed to perform the method for~~  
~~estimating the sales of specialty products according to~~ The computer readable medium of

claim 2, wherein the specialty products are pharmaceuticals and wherein the authorizing agent is a physician.

4. (currently amended) ~~A computer programmed to perform the method for estimating the sales of specialty products according to~~ The computer readable medium of claim 1, wherein the second product specific universe represents retail facilities not represented in the first product specific universe.

5. (currently amended) ~~A computer programmed to perform the method for estimating the sales of specialty products according to~~ The computer readable medium of claim 4, wherein the second product specific universe includes unsampled retail facilities.

6. (currently amended) ~~A computer programmed to perform the method for estimating the sales of specialty products according to~~ The computer readable medium of claim 5, wherein the unsampled retail outlets are assigned an average product specific store size based upon the sampled retail sales data.

7. (currently amended) ~~A computer programmed to perform a method~~ A computer readable medium for estimating the prescriber activity for specialty pharmaceutical products, the computer readable medium comprising instructions operable to perform the steps of:

determining a product specific store size for a first plurality of retail outlets using wholesale sales data;

determining a product specific store size for a second plurality of retail outlets using retail sales data, said sales data identifying a prescriber who authorized the sales;

applying geo-spatial projection to the first plurality of retail outlets to determine product specific projection factors for the retail outlets for which sampled retail sales data is available;

applying geo-spatial projection to the second plurality of retail outlets to determine product specific projection factors for the retail outlets for which sampled retail sales data is available;

applying said product specific projection factors to sampled retail sales data for the product to estimate the total prescriber activity in a region of interest.

8. (currently amended) ~~A computer programmed to perform the method for estimating the prescriber activity according to~~ The computer readable medium of claim 7, wherein the second plurality of retail stores includes retail stores not represented in the first plurality of retail stores.

9. (currently amended) ~~A computer programmed to perform the method for estimating the prescriber activity according to~~ The computer readable medium of claim 8, wherein the second plurality of stores having sampled retail sales data and stores which have no sampled retail sales data associated therewith.

10. (currently amended) ~~A computer programmed to perform the method for estimating the prescriber activity according to~~ The computer readable medium of claim 8,

wherein the stores in the second plurality of stores which have no sampled retail sales data are assigned an average product specific store size based upon the sampled retail sales data.

11. (currently amended) ~~A computer programmed to perform the method for estimating the prescriber activity according to~~ The computer readable medium of claim 8, wherein the combination of the first plurality of stores and the second plurality of stores represents substantially all of the retail outlets for the specialty product.

12. (original) A system for estimating the sales of specialty products comprising:  
a first database for storing wholesale purchasing data;  
a second database for storing sampled retail sales data;  
a processor, the processor being operatively coupled to said first and second database, the processor:

determining a product specific store size for a first plurality of retail outlets based on the wholesale purchasing data;

determining a product specific store size for a second plurality of retail outlets not represented by the wholesale purchasing data;

applying geo-spatial projection to determine product specific projection factors for retail outlets in the first and second plurality of retail outlets for which there is sampled retail sales data; and

applying said product specific projection factors to sampled retail sales data for the product to estimate the sales of said specialty product in unsampled outlets.

13. (original) The system for estimating the sales of specialty products according to claim 12, wherein the second plurality of retail stores includes retail stores not represented in the first plurality of retail stores.

14. (original) The system for estimating the sales of specialty products according to claim 13, wherein the second plurality of stores include stores having sampled retail sales data and stores which have no sampled retail sales data associated therewith.

15. (original) The system for estimating the sales of specialty products according to claim 14, wherein the stores in the second plurality of stores which have no sampled retail sales data are assigned an average product specific store size based upon the sampled retail sales data.

16. (original) The system for estimating the sales of specialty products according to claim 15, wherein the combination of the first plurality of stores and the second plurality of stores represents substantially all of the retail outlets for the specialty product.

17. (original) The system for estimating the sales of specialty products according to claim 12, wherein said sampled retail sales data identifies an authorizing agent for said sales and wherein the processor attributes the estimated sales to said authorizing agent.

18. (original) The system for estimating the sales of specialty products according to claim 17, wherein the specialty products are pharmaceuticals and wherein the authorizing agent is a physician.